

TRAINING & COACHING ARE NOT EXPENSIVE THEY ARE PRICELESS

Training Creates Larger Return on Investment (ROI)

Investing in employee training does predict a firm's future total shareholder return (TSR): Firm's that were in the top quarter of the study group (those who invested the most in employee training,) enjoyed 24% higher profit margins, 218% higher income per employee, and 26% higher price-to-book ratios. Firms in the top half of the study group had a total shareholder return 86% higher than that of firms in the bottom half, and 45% higher than the market average. An increase of \$680 in a firm's training expenditure per employee generates, on average, a 6% improvement in total shareholder return the following year.

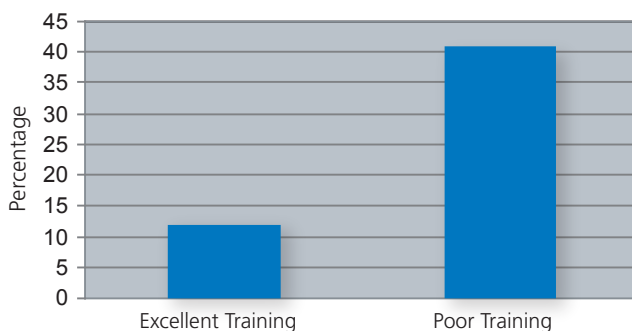
Source: *Training and Development July 2001*

Executive Coaching Return on Investment (ROI) – Case Study

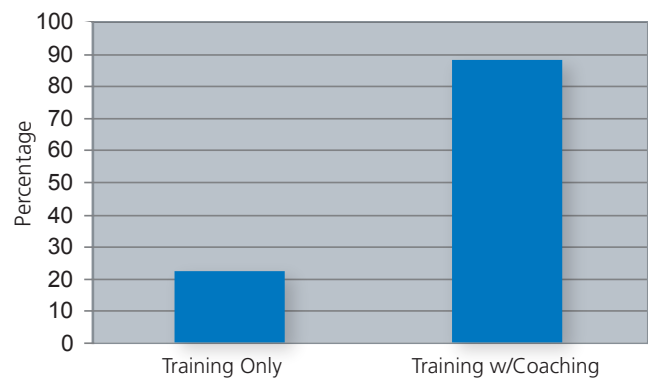
A Fortune 500 firm and Pyramid Resource Group, recently engaged MetrixGlobal LLC to determine the business benefits and return on investment for executive coaching. The bottom line: Coaching produced a 529% return on investment and significant intangible benefits to the business. Including the financial benefits from employee retention, it boosted the overall ROI to 788%.

Source: *Merrill C. Anderson, Ph D, MetrixGlobal LLC, November 2001*

EMPLOYEES THAT PLAN TO LEAVE COMPANY WITHIN 12 MONTHS



THE VALUE OF FOLLOW-UP COACHING



Training Improves Employee Retention

35% of employees who don't receive regular training, plan to look for another job within 12 months. But just 16% of those with good training expect to jump ship. Among employees who say their company offers poor training, 41% plan to leave within a year, vs. only 12% of those who rate available training as excellent.

Source: *Emerging Workforce Study – International Services and Louis Harris & Associates*

Coaching Increases Productivity

A study conducted in 1997 concluded that follow-up coaching combined with leadership training, increased productivity by an astounding 88%. The same study concluded that training alone increased productivity by 22.4%. The bottom line: Coaching increased productivity more than 300% over training alone.

Source: *Olivero, Bane & Kopelmann; Public Personnel Management; Washington; 1997*



BRAD WORTHLEY
INTERNATIONAL